

Shorr & Associates 1831 Chestnut Street Philadelphia, PA 19103

Contract # 324714

Schedule Dates 07/31/12-08/06/12 Advertiser Pol/J Inslee/D/Governor (16647)

Agency Shorr & Associates (2909)

Product Political - Federal Candidate (1067) Brand Political Candidate (18969)

Salesperson Telerep/Washington DC, Washington DC (1040)

Sales Office Telerep/Washington DC **Buyer Name** COOPER, TERRI Phone/Fax

CPE

Billing Type

Date:

Account Types National/Political

Standard Comments JAY INSLEE FOR GOV JAY INSLEE FOR GOVERNOR, **Date Entered** 07/30/12 Last Modified 08/07/12 Dana Dixon

Entered By CO-OP No

06258266 Headline #

Demo Order Type

Normal Package Deal

Commission % 15.00 Commission

\$3,205.50 **Net Total**

Date:

Comments:

Sales Tax

\$18,164.50

Seattle (KIRO)

Aug. 2012

Grand Total:

By Broadcast Month Spots

34

34

Rate

\$21,370.00

\$21,370.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	e Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	07/31/12-08/03/12	3	:30	5:58A- 7A (PST)		i	1	1	1	1	į	4	\$455.00	\$1,820.00	Seattle (KIRO)	6AM NEWS	7/30/12
2.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	5:58A- 7A (PST)		2		Į.	1	 	i	2	\$455.00	\$910.00	Seattle (KIRO)	6AM NEWS	7/30/12
3.0	Normal Line / Spot	08/04/12-08/05/12	3	:30	6:30P- 6:58P (PST)				Ī.	1	I I	1 1	2	\$550.00	\$1,100.00	Seattle (KIRO)	WKND NEWS	7/30/12
4.0	Normal Line / Spot	07/31/12-08/03/12	3	:30	5P- 5:30P (PST)			1	1	1	1 1		4	\$700.00	\$2,800.00	Seattle (KIRO)	5PM NEWS	7/30/12
5.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	5P- 5:30P (PST)		1		1	Ī		i	1	\$700.00	\$700.00	Seattle (KIRO)	5PM NEWS	7/30/12
6.0	Normal Line / Spot	08/04/12-08/04/12	3	:30	6:56P- ENTERTAINMENT THIS WEEKEND				1	 	 	1	1	\$345.00	\$345.00	Seattle (KIRO)	ET THIS WKND	7/30/12
7.0	Normal Line / Spot	07/31/12-08/03/12	3	:30	7:27P- 7:58P (PST)			1	1	1	1 1		4	\$625.00	\$2,500.00	Seattle (KIRO)	INSIDER	7/30/12
8.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	7:27P- 7:58P (PST)		1		1	Ī		i	1	\$625.00	\$625.00	Seattle (KIRO)	INSIDER	7/30/12
9.0	Normal Line / Spot	07/31/12-08/03/12	3		11:35P- LATE SHOW WITH DAVID LETTERMAN			1	1	1	1 1		4	\$380.00	\$1,520.00	Seattle (KIRO)	D LETTERMAN	7/30/12
10.0	Normal Line / Spot	08/06/12-08/06/12	3		11:35P- LATE SHOW WITH DAVID LETTERMAN		1						1	\$380.00	\$380.00	Seattle (KIRO)	D LETTERMAN	7/30/12
11.0	Normal Line / Spot	07/31/12-08/03/12	3	:30	11P- 11:35P (PST)			1	1	1	1 1	İ	4	\$1,100.00	\$4,400.00	Seattle (KIRO)	11PM NEWS	7/30/12
12.0	Normal Line / Spot	08/04/12-08/05/12	3	:30	11P- 11:35P (PST)				İ			1 1	2	\$795.00	\$1,590.00	Seattle (KIRO)	11PM NEWS	7/30/12

CONFIRMATION CONTRACT

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Accepted-Station:

Accepted-Agency/Advertiser:

Sho 183	rr & Associates 1 Chestnut Street adelphia, PA 19103	d Avenue	Sch Adv Age Pro Bra Sale Sale Buy Pho CPE Acc Billi	esperson es Office yer Name one/Fax	# 324714 07/31/12-08/0 Pol/J Inslee/D/ Shorr & Associ Political - Fede Political Candid Telerep/Washin COOPER,TERR / N/A National/Politic Standard JAY INSLEE FOR JAY INSLEE FOR	Gover ates (Z ral Car late (1 ngton ngton I	2909 ndida 18969 DC, \) ate (106 9) Washing	7)	OC (10	940)	Date El Last Me Entere CO-OP Headlin Demo Order T Packag Commi Commi Net To Sales T	odified d By ne # Type ge Deal sission % sission tal	No 0625 Norr 15.00 \$3,20	7/12 n Dixon 8266 mal		Seattle (KIRO) By Broadcast Month Aug. 2012 Grand Total:	34 34	Rate \$21,370.00 \$21,370.00
Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu W	e Th	Fr	Sa Si	Spot	s Rate		Total		Station	Comments	Entered
	Line Type / Break Type (Ref #)	Dates 08/06/12-08/06/12	Sec 3	Length :30 11P-	Run Times 11:35P (PST)	SPW	Mo 1	Tu W	e Th	Fr	Sa Su	ı Spot	s Rate 1 \$1,100	0.00	Total \$1,100.00	Seattle (KII	Station (RO)	Comments L1PM NEWS	Entered 7/30/12
13.0	,, , , , , ,			:30 11P-		SPW		Tu W	e Th	Fr	Sa Su	ı Spot			\$1,100.00	Seattle (KII Seattle (KII	RO)		
13.0) Normal Line / Spot	08/06/12-08/06/12	3	:30 11P-	11:35P (PST) A- 8:30A (PST) A- CBS SUNDAY	SPW		Tu W	e Th	Fr			1 \$1,100	5.00	\$1,100.00 \$175.00		RO) :	11PM NEWS	7/30/12
13.0 14.0 15.0	Normal Line / Spot Normal Line / Spot	08/06/12-08/06/12 08/04/12-08/04/12	3	:30 11P- :30 6:57A :30 6:57A MORN	11:35P (PST) A- 8:30A (PST) A- CBS SUNDAY	SPW		Tu W			1		1 \$1,100 1 \$17!	5.00 5.00	\$1,100.00 \$175.00 \$795.00	Seattle (KI	RO) (20)	11PM NEWS SAT 7AM NEWS	7/30/12 8/7/12

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